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Jessie L. Seal
DAHLIAS

1937

1937

It is with pleasure we present this, our latest Catalog, to Dahlia lovers throughout the entire country, and express our deep appreciation for the liberal support accorded us.

The many letters from our customers telling of their pleasure and successful winnings with our dahlias and seeds have been a continual source of gratification and inspiration.

Do not hesitate to write and ask for any information.

This past season it was a pleasure to meet so many of our dahlia friends at our gardens, located on Kentfield Avenue in Redwood City, San Mateo County, the floral county of California, where the climatic conditions allow a proper growth for experimental purposes. Dahlias grown under these conditions should do well in any part of the world. We always have the very latest varieties of dahlias—Eastern and Western—including the best and most sensational of the day, and the finest of old standard ones.

True lovers of flowers will continue to maintain gardens, whether they be large or small, as they give an impression of joy, happiness and health to those who work amongst these beautiful flowers.

With continued thanks for your loyalty, and the hope that this catalog will be of further interest, we wish you all success and great pleasure with your dahlias for the coming season.

JESSIE L. SEAL

TWENTIETH EDITION

M E M B E R O F

The American Dahlia Society

The Dahlia Society of Southern California

The Garden Club of San Francisco

The Dahlia Society of California

607 THIRD AVENUE, SAN FRANCISCO, CALIFORNIA



KING ALFRED

Seal's New California Giant Dahlia

KING ALFRED—Informal Decorative.

Immense, full, velvety blossoms of a color resembling that of a rich, red ruby inclining toward crimson. The long silver-backed petals turn and swirl showing the silver lining, making an unusual and delightful new two-toned color combination of ruby and silver.

(Full description on page 8)

DAHLIAS

NOVELTY AND STANDARD

We are using the new Classification of the American Dahlia Society, as follows: Cactus (Cac.); Semi-Cactus (S.C.), formerly listed as Hybrid Cactus; Formal Decorative (F.D.), those with regular arranged petals; Informal Decorative (I.D.), those with curly twisted, irregular arranged petals.

The varieties listed below are desirable additions to any garden, and regardless of price they are all beautiful. The more expensive varieties are higher priced only because there are fewer on the market.

- ALEX CRAIG (Cac)**—Canadian beauty of rose pink with cream center. Perfect form. Good stems\$1.00
- ALICE CECELIA (Boston) S.C.**—Pure white borne on stiff stems. Early bloomer....\$1.00
- ***AMBASSADOR (S.C.)**—Of largest size, soft yellow with salmon and pink shadings. Held erect on strong stems.....50c
- ***AMELIA EARHART (Cordes) S.C.**—Apricot-buff with salmon shadings. This very large and beautiful dahlia has the distinction of being the winner of two Achievement Medals. Bloom is richly colored, large and deep, held on a good stem.....\$2.00
- ***AMUN RA (Seal) F.D.**—Resembles a gorgeous setting sun. Copper, orange and gold, deepening to a reddish bronze at the center; giant bloom on erect stem.....40c
- ANDREA ERICKSON (I.D.)**—A large and exquisite dahlia with long curly petals of purest white.....75c
- ***ANGELO ROSSI (Redfern, 1935) I.D.**—A giant flower of golden apricot shading to a golden yellow center. Angelo Rossi has already proved its ability to grow successfully everywhere. This novelty won the cup offered by President Zamorra of Spain....\$5.00
- ***AZURA (Ballay, 1935) I.D.**—One of the most attractive dahlias in our garden. Very large, deep flowers that can be grown to 12 or 14 inches in diameter. Long, strong stems; tall growing. A beautiful lilac pink in color.....\$7.50
- BETTY COLTER (Success) F.D.**—One of the best dahlias to date and when known better will be very popular. Color unusual, being deep coppery red—more on the copper tone than the red. Very large blooms, fine stems and good keeper.....\$1.00
- ***BING CROSBY (Stephenson, 1935) I.D.**—Color golden-yellow penciled with carmine. Flowers are very large and deep, with a high center, perfect stems carry blooms erect. Winner of the Achievement Medal at Los Angeles.....\$2.50
- ***BOSPHORUS (Ballay, 1935) I.D.**—Deep burnt orange or golden brown. A fine, large well-shaped flower in a color that is new and gorgeous. Certificate of Merit at Storrs.....\$3.50
- ***BROOMALL'S PINK (Broomall-Stephenson, 1936) S.C.**—It is outstanding in color, a true rose pink, and the heavy substance and texture of the petals give it a beautiful velvety appearance. It is easily grown 10 to 12 inches with good depth. Stems and foliage excellent\$10.00
- ***CALIFORNIA IDOL (Ballay, 1935) I.D.**—Immense deep flower of clear glistening yellow—a true pastel shade. In size it ranks with the very largest and has been grown to 14 inches or more; has excellent stems, long and erect and is early bloomer and good root maker. Gold Medal Dahlia at San Francisco and the winner of Achievement Medal at Boston. California Idol has the capacity to win as the Largest Dahlia or Best Dahlia in the Show. California Idol was the 1936 Showroom **Champion**, winning major prizes in almost every show in the country.....\$5.00

If you cannot use this catalogue, would you please pass it along to your neighbor?

Dahlias marked * originated in California

DAHLIAS AND SEEDS

- ***CALIFORNIA PEACH** (Ballay, 1936) S.C.—Bright coral or peach pink with no trace of lavender. Size and formation of this flower is very similar to the sensational "Satan." A winner at many Dahlia Shows. Huge blooms with fine stems.....\$10.00
- CAMEO** (Sanhican) I.D.—A large, luscious colored flower, shading half way between old rose and salmon, but brighter, with golden sheen on face of petals. An extremely beautiful flower in daylight and even more so under artificial light. Stems long and straight. Honor Roll Dahlia.....\$1.00
- ***CAPRICE** (I.D.)—Immense flowers of golden yellow shading to salmon-pink. Magnificent blooms on long, stiff stems. Prize stock.....75c



CATHERINE KEMPKEY
Five blooms on one plant

- ***CATHERINE KEMPKEY** (Seal, 1936) I.D.—A most beautiful bronze apricot blossom with long fluffy petals deepening to a perfect center of burnt orange, and covered with an iridescent sheen, adding an exquisite charm. The large full flowers, frequently 12 inches in diameter, are carried perfectly erect on long stems. The medium-tall bush is of a most vigorous growth and covered at all times with these beautiful blooms. A grower of fine dahlias in the East wrote that "Catherine Kempkey is one of the loveliest flowers we ever grew or saw this summer. It is superb, exquisitely lovely and a consistent bloomer." (Illustrated above).....\$7.50
- ***CHARLES G. REED** (F.D.)—Exactly a petunia red is what an authority called it—a lively shade, not far from crimson. The blossoms are unusually large. They are held upright on perfect stems; big, broad petals; a deep, full center.....\$1.00
- CHAUTAUQUA REGAL** (F.D.)—The color is an unusually rich and brilliant cardinal red with the reverse of petals shaded ivory. The bloom is truly magnificent, of the largest size on cane stiff stems.....\$1.00
- CHAUTAUQUA SUNSET** (F.D.)—Gold, shaded old rose and coral. Growing habits are excellent with strong, straight stems and dark green foliage.....\$2.00
- ***CHEROKEE** (Ballay) S.C.—Lavender pink with light center. Flower is large and deep, stems are extra long and stiff. An improved Marion Bloomall. Invaluable as a cut flower.....\$5.00
- ***CORAL SEAL** (Seal, 1937) I.D.—This beautiful dahlia is in color a pure rich glowing coral. It is a sport of the well known "Mrs. Alfred B. Seal"—the old rose decorative—and has the same appealing formation and good growing habits. Also, Coral Seal can be grown to over 10 inches with ordinary culture. This very lovely flower has fine long stems and is tall growing.....\$5.00

JESSIE L. SEAL CATALOGUE—1937

- DAILY MAIL (I.D.)**—Deep yellow shaded orange. A fine importation from England both in the matter of size and habits. Excellent flowers are produced freely and continuously on long fine stems. Very good variety.....\$1.50
- ***DIXIE RAVENSCROFT (Seal) I.D.**—A glowing flame in color with a reverse of bright gold. The petals have a delightful golden sheen and twist and turn, making a two-toned effect, so full of gaiety and cheer. The flowers are massive with great depth. Stems are long, stiff and strong, holding the gay blossoms high above a healthy bush which is constantly in bloom.....\$1.50
- ***DON JUAN (Ballay, 1935) S.C.**—Scarlet orange with a reverse of lighter orange. If you have a crown flower of Don Juan for the show you will be hard to beat. Later blooms will be very numerous and large.....\$3.50
- DR. J. SCHREINER**—Holland dahlia and very beautiful. Soft lilac, glowing rose, very strong stiff stems, well out of the foliage, a highly recommended novelty on account of its many good habits.....\$2.00
- ***EAGLE ROCK FANTASY (I.D.)**—Clear lavender pink or pure mauve. Of ideal habit and mammoth size. Stems are long and stiff. This dahlia is most outstanding.....\$1.00
- EDW. RINDFLEISCH (F.D.)**—A tremendous bold flower of a magnificent shade of scarlet red on cane-like stems.....\$1.00
- ***ELLINOR VANDERVEER (Seal) F.D.**—One of the best for interior decoration. A satiny rose pink, long stiff stems, free bloomer. Blooms large, of great depth.....40c
- ***EUGENIA BALLAY (I.D.)**—Rich cream. It is very early. Under favorable conditions the blooms will easily attain 10 to 12 inches.....\$2.00
- ***FLAMING FLAMINGO (Seal, 1936) I.D.**—New and unusual is this brilliant dahlia of the coloring of the tropical flamingo bird. These dazzling flowers from eleven to thirteen inches in diameter, have strong stems, and are held high above a medium height vigorous plant. The petals are long and broad and have a satiny texture. The gorgeous blossoms fairly gleam with light when the sun strikes them.....\$5.00
- ***FLAMING METEOR (I.D.)**—Flaming orange-scarlet deepening to burnt orange at center. Flower large and deep, with splendid stems.....75c
- FOREST FIRE (Dahliadel, 1935) I.D.**—Large, brilliant blooms of scarlet suffused yellow. A bright and showy dahlia to brighten up the garden. Disbud well, as it is a strong grower and profuse bloomer.....\$2.50
- ***FRANK SERPA (Serpa-Seal 1935)**—An informal decorative of exquisite beauty—light amaranth pink produced by petalled tips of mallow pink growing lighter towards the base of petals, turning to a delicate orchid pink; the two-toned effect gives the flower a beautiful crisp appearance. Extra long clean stems hold the blooms very high above a plant four to five feet high that is a vigorous grower. This lovely dahlia has won many prizes and the 1934 Achievement Medal in San Francisco and is on the Roll of Honor. Frank Serpa also has won this past season in the East, where it was considered very beautiful and one of the best dahlias from California.....\$2.50
- F. W. FELLOWES (Cac.)**—Large exhibition variety of bright orange.....50c
- ***GRANDEE (Ballay) I.D.**—Striking combination of Spanish red and golden orange yellow. Winner of the 1933 American Home Achievement Medal at San Francisco and Largest Flower at many shows. We have had 15-inch blooms without forcing or shading on plants 4 feet tall. The immense blooms are held on stiff long stems.....\$2.50
- GOLDEN STANDARD (New S.C.)**—Of fine form and size. Warm buff shading to amber and gold. Very large bloom held high above foliage on long, straight stems. A "Best Keeper".....\$2.50
- ***H. R. S.—HUBERT ROY STOVEL (Seal, 1935) I.D.**—This informal decorative is a glorious rich real yellow in the garden and under artificial light. The huge blossoms easily grown from ten to thirteen inches in diameter, have great depth, very long wavy twisting petals and perfectly closed centers that are always full. Blooms held erect on long strong stems above a very vigorous luxuriant plant. This superb dahlia of rich golden yellow has given joy and satisfaction wherever grown and does not burn even in a very hot climate. Lasts for days on the plant and when cut. H. R. S. won many awards of first prizes in shows throughout the country this past season. A large stock of this lovely dahlia makes it possible to offer at the price of.....\$2.50

(See illustration on opposite page)



HUBERT ROY STOVEL—H. R. S.

SEAL'S YELLOW ROLL OF HONOR DAHLIA

*"Shall love yellow always, since it brings
To mind your joy in buttercups aglow."*

—MAY CARLETON LORD

OUR GREAT INFORMAL DECORATIVE OF TRUE YELLOW

The golden yellow blossoms are huge without forcing and are held high on long, stiff stems. Many growers consider it "by far the finest yellow"; "a superb dahlia"; "a free blooming golden yellow—one of the best of the year"; "H. R. S. was one of the finest, if not the finest, of the new ones."

(Full description on opposite page)

JESSIE L. SEAL CATALOGUE—1937

- HUNT'S VELVET WONDER (I.D.) 1935**—Here is a dahlia of great size and beauty. The color is a rich violet burgundy and the stems and plant growth are unusually good.....\$3.00
- *IVORY (F.D.)**—Ivory white. The blooms are large and composed of long pointed petals that curve backward slightly. Stiff stems, very good.....\$1.00
- JANE COWL (I.D.)**—One of the biggest winners of prizes all over the country. Deep, massive blooms of bronzy-buff and old gold, blending darker toward the perfect center. Long stiff stems.....50c
- JEAN TRIMBEE (S.C.)**—Largest bloom class, this distinctive dahlia is of a rich petunia violet, on long stems.... \$1.00
- *JEWEL OF INDIA (Newsom) I.D.**—Huge, fluffy dahlia of great depth of richest glowing garnet, suffused maroon, held proudly erect on stiff and long stems.....\$1.50
- KATHLEEN NORRIS (I.D.)**—A marvelous dahlia called the greatest exhibition pink—a most beautiful silvery pink of great depth and size. Full center, very long stem, insect proof; a great bloomer and an excellent keeper. Prize stock.....75c
- KATHLEEN OSBOURNE (Cac.)**—A very wonderful imported cactus that looks like a large incurving chrysanthemum with curling petals. Reddish orange with yellow at base of petals. Stems are good. A “Best Keeper” and winner at shows.....\$1.50
- *KAWEAH (Meussdorffer) I.D.**—Color is hard to describe, a deep, clear, rose-cerise, center of petals shading to a rich, velvety cardinal toward the center of the flower, and when fully matured, shade lighter toward the tips of the petals, almost mauve or orchid. Blooms of 15 inches diameter, and very deep, are common, and these tremendous flowers are held perfectly erect on very long, extra strong, stiff stems, \$1.50
- KENTUCKY RED (I.D.)**—A vivid scarlet dahlia that will not burn nor fade. Stems are strong and foliage is insect resisting.....75c
- *KING ALFRED (Seal, 1936) I.D.**—Immense, full, velvety blossom the color of a brilliant rich, red ruby with crimson shadings. The long silver-backed petals turn and swirl showing the silver lining, making an unusual and delightful new two-toned color combination of ruby and silver. The flowers of great substance and depth can easily be grown to a diameter of 12 to 14 inches. The immense blooms, on long stiff stems, face you. The centers are perfect and hold to the end of the season. The plant is of medium tall height and vigorous growth. The flowers are excellent keepers, and last for days, both on the plant and when cut. To those who love color, this dahlia will bring hours of intense enjoyment. King Alfred has attracted more attention in our garden than any other dahlia owing to its great size and alluring unusual color combination. See illustration on page 3. Stock limited.....\$10.00
- *LA FIESTA (Cordes-Eastman) I.D.**—This flower is huge and the form is like a great chrysanthemum. Color butter yellow, penciled red. Very lacy petals that curl and twist. Very large, long fine stems.....\$1.00
- *MARIAN BROOMALL (S.C.)**—A truly beautiful dahlia; large. Color, clear violet rose, shading lighter at tips, with white center. Stems very good. A dahlia you will like. 75c
- *MARY ELIZABETH REDFERN (Redfern) I.D.**—A new giant from the West Coast with an excellent record. The color is deep orchid rose and in form it has been called an orchid Jane Cowl. Immense blooms with long fine stiff stems.....\$2.50
- MILTON J. CROSS (Johnson 1936) I.D.**—Winner of highest awards. The large and deep blooms are in color an apricot peach with a bright golden face. Excellent stem and habits.....\$10.00

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DAHLIAS AND SEEDS

- ***MISS GLORY (Ballay, 1936) S.C.**—Massive in size, yet an extremely refined flower. In color a soft luscious apricot yellow with petals incurved. An early bloomer. Good foliage. Long stems. 1936 Honor Roll and Certificate of Merit and other honors. **\$7.50**
- ***MONA LISA (Balley, 1936) I.D.**—Purplish maroon. A large and pleasing new dark dahlia that will not fade in the sunshine. One of the first to bloom and is still going strong at the end of the season. Dark dahlias by contrast emphasize the true beauty of other softer colored ones. Finest of stems and good habits.....**\$5.00**
- MONMOUTH CHAMPION (Kemp) F.D.**—A large dahlia on good stem. A brilliant orange-flame color. Fine foliage. Prize winner.....**75c**
- ***MR. E. LEEDHAM (I.D.)**—Has great depth as well as diameter. Is orange scarlet; it does not burn. The stem is very long and carries the flower right on the top of it. **\$1.00**
- ***MRS. ALFRED B. SEAL (Seal-Newsom) I.D.**—A soft rich shade of absolutely pure glowing old rose without any shading. Huge flowers of great depth and substance and held proudly erect on a tall bush on long stiff stems. Awarded an American Home Achievement Medal. A great prize winner. Prize stock.....**60c**
- MRS. EDITH BRADLEY (Cac.)**—A pure white cactus from England, with long wire-like stem. Blooms of good size. The best white cactus.....**75c**
The most beautiful prize winning baskets of white dahlias—that are now so popular—were made up with: Mrs. E. Bradley, Ivory, Snow Queen (Ball), Coronne (Min.) and Joe Fette (Pompon).
- MRS. GEORGE LE BOUTILLIER (Ruschmohr 1935) I.D.**—This great, giant flower can be grown to 14 inches in diameter. In color, a rich deep carmine red. Vigorous grower, long strong stems, and an early bloomer. Winner of the Derrill W. Hart Memorial Cup this past year.....**\$2.50**
- ***MRS. WOODFORD SPEARS (Mawson) F.D.**—Apple blossom pink with cream at base of petals and deepening at the center—large, well formed flowers on long strong stems.....**50c**
- ***NOB HILL (I.D.)**—Pale orange. Every bloom very large and deep and perfectly formed with long upright stems above low growing plants.....**\$1.50**
- ORANGE MOON (Chautauqua, 1935) F.D.**—The color is a soft buff shading to orange apricot, deepening toward base of petals. Reverse is shaded orange red. The flower is very large, full and deep. Flowers face up and out on long, stiff stems.....**\$3.50**
- ***PALO ALTO (Ballay) S.C.**—Bright pinkish salmon shading to a sort of salmon gold at the center. Size conservatively 10 to 12 inches across by 6 inches deep. Centers always closed and all alike; stem stalks very tall and straight.....**\$1.50**
- ***PINK AMBASSADOR (1935) S.C.**—Named for Ambassador, which it resembles in form. The color, however, is a beautiful pink, shading to cream yellow at the center of the flower.....**\$1.50**
- ***RONDO (Bessie Boston) C.**—Very large, light lemon yellow, splendid stems. Profuse blooming and a very fine dahlia.....**50c**
- ***SANTA BARBARA (F.D.)**—The color is a clear pink with a suggestion of salmon pink. The big flowers are held high above the foliage on stems as stiff as canes and look one square in the face. The bushes are of medium height and strong and hardy.....**\$1.50**

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- SALLY B. (F.D.)**—Extremely large, very beautiful pure bright pink. Stems strong and erect. Early and profuse blooming. Extra good.....\$1.50
- *SATAN (Ballay) S.C.**—No dahlia has been more sensational and spectacular or won more prizes than this one. Horn-like petals of flaming red, touched with gold, perfectly rolled and incurved, give rare form to a flower of unusual brilliancy. The immense blooms, up to 13 inches, are held upright on long, cane-like stems. A strong, husky grower—positively insect-proof. Honor Roll. Prize stock.....\$1.50
- *SHARAZAD (Newsom) I.D.**—Deep rose pink. This is a gorgeous variety that has been aptly described as a deep pink Jane Cowl. Good substance. Rigid, erect stems.....\$1.00
- *SEAL'S ORIENTAL**—Our attractive informal decorative of fantastic coloring of Chinese red and gold, with each petal heavily covered with a sheen of copper. A charming blossom of a very large size having a stiff stem above a plant of strong growth....\$1.50
- SILVERHILL PARK (Cac.)**—Incurved white. Large, fine.....50c
- SINBAD OF THE SEA (F.D.)**—Huge size, fine stems, perfect form. Color vivid scarlet. One of the best.....75c
- *STRONGHEART (Ballay) F.D.**—Amber-gold. Another new dahlia of generous proportions, combined with great beauty of form and color, and it has a long perfect stem. Useful cut flower, as well as an exhibition bloom.....\$1.00
- THE OREGONIAN (Crites 1935) I.D.**—The dahlia with a golden sheen. One of the really big ones—It's easy to grow blooms 11 to 12 inches across, upright on stems as stiff as a rod. One of those big bronzy dahlias deeper in color than most of them. Color is rich golden bronze with rose reverse and we have never had an imperfect bloom. A fine keeper when cut and lasts well on the plant. The blooms are almost as great in depth as in diameter.....\$3.50
- THOMAS WANT**—Very popular new English Cactus. Clear yellow at center, suffused rose pink. Very large with good stems. A prize winner.....\$1.50
- VALIANT II (Cac.)**—Bright red, incurved. Best red.....75c
- WILLIAM H. HOGAN (I.D.)**—This is one of the best variegated red and white dahlias introduced to date. Color, garnet red with elongated white tips running down the center of the petals. Flower large, on long, stiff stems, is held high.....50c
- WHITE WONDER (F.D.)**—One of the largest and best white dahlias of its class. Blooms are carried on the best of stems.....\$1.00
- YANKEE KING (I.D.)**—Large coppery rose and old gold with extra long stems....50c
- YANKEE GOLD (Wakeman 1935) I.D.**—The color of this huge flower is gold—bright gold, deepening toward the center. Stems are very strong, and the plants tall.....\$3.50
- YANKEE ROYAL (I.D.)**—One of the largest exhibition varieties of bright purple. \$2.50
- *ZAMORA (McWhirter-Seal 1935)**—Finest formal decorative of clear yellow. The immense bloom is easily grown twelve inches and has great depth, and grows like a chrysanthemum—huge, on top of an erect stem five feet long and fifteen inches clear of first lateral. Tall strong growing plant. Requires very little disbudding. Flowers keep well when cut. In 1933 won the award given by the President of Spain and the First Prize for the Best Dahlia in the Show.....\$2.50

Fine Extra will be given according to size of order.

OTHER VARIETIES

We have other varieties not listed here.

NO CLUMPS FOR SALE

DAHLIAS AND SEEDS

MINIATURE DAHLIAS

Miniature dahlias cannot be surpassed for table and other decorations as they are charming cut flowers.

*AFLAME—New bright scarlet. Very attractive, like a light in the garden.....	\$1.00
AUREOLA (Dec.)—Lovely golden-apricot. Very good.....	50c
BABY ROYAL (S.C.)—Gold Medal from England. Salmon pink shaded apricot, graceful blossoms, long stems. Low growing.....	50c
BISHOP OF LLANDAFF—Charm. A small dahlia of distinction from Wales with its brilliant rich red color in contrast to the dark bronze of its foliage.....	50c
CORONNE (Dec.)—Beautiful pure white miniature, resembling a gardenia.....	50c
ELIZABETH PAPE (S.C.)—Pink and creamy white.....	35c
IRENE (Dec.)—Exquisite old rose, long stems. Taller than some.....	25c
LITTLE JEWEL (Dec.)—True pink and very beautiful. Everybody likes this variety. 25c	
LITTLE LOUIE (Cac.)—Small, dainty, pure pink. Tall.....	50c
*MISS VIVIAN (I.D.)—1935 Honor Roll miniature, beautiful rose pink compact blossoms, very long stems.....	\$1.50
PERSIMMON—A splendid, new formal miniature. As the name implies, it is a pure persimmon color and its brilliant beauty commands instant respect and attention. A most profuse bloomer and the stems are unexcelled for cutting.....	\$1.00
RHODA (I.D.)—Glowing orange rose. A most artistic flower.....	35c
*TEDDY JOHNSON (F.D.)—Rose pink and white. Good florists' variety.....	50c

COLLARETTE DAHLIAS

These artistic flowers are very popular. Single dahlias with a fringe or collar of small petals around the centers, hence the name. The stems are stiff and long. For cut flowers they are hard to surpass, lasting nearly a week when cut. We offer a choice collection.

CLYDE—Velvety dark crimson; excellent cut flower.....	50c
DORA FISHER—Delightful pink, very lovely.....	50c
*LA GOLONDRINA (Mack)—New. A very beautiful large true pink collarette with pink and white collar. One of the largest.....	\$2.00
HERALD—Large, rich, rosy pink with white collar. Very beautiful.....	50c
SOUV. BEL ACCUEIL—Orange-red, with a yellow collar. One of the largest.....	50c

BALL OR SHOW DAHLIAS

These are the old-fashioned quilled double flowers and are beloved by many because of their lovely colorings and excellence for cutting.

CLARA CLEMENS—Purple tipped white. Fine form.....	50c
ESMONDE—Clear, bright yellow with stiff stems.....	50c
*GENERAL HAIG—Best scarlet show.....	50c
JAMES COCKER—A very deep purple. Large flowers, perfect form.....	50c
*JANE SHORE (McWhirter, 1937)—New hybrid show. Very fine and large. Gold with distinct dark center. Much in demand.....	\$1.50
MRS. LANGTRY—Cream edged crimson, fine form.....	50c
*SNOW QUEEN—A pure white ball dahlia that is in great demand for florist and cut flower purposes. Perfect formation and long stiff stems make it a valuable flower. 75c	

Dahlias marked * originated in California.

POMPON DAHLIAS

Pompons are the gems of the dahlia family, producing very small, compact flowers like diminutive show dahlias; they are invaluable for cut flowers.

*AMBER—Pure amber—in demand by florists.....	35c
ANNA KRISTINA—Golden yellow, deeper at center.....	35c
ANNA VON SCHWERIN—Beautiful shell pink blending to a white center; very dainty.....	50c
ARTHUR KERLEY—Dark rich red. Very good.....	35c
*BANTAM—Beautiful red, small, perfect form.....	25c
*BEBE—Pink and mauve, white ground.....	35c
*BOBBY CHRISTENSEN—Pink and white. Fine stems.....	25c
*BOSSY—Lavender, darker in center. Long stems.....	25c
*CORA MAY—Salmon pink, shading to light primrose yellow with rose eye.....	35c
DARKEYE—White, lavender center.....	25c
DARKEST OF ALL—Maroon, almost black.....	50c
*DONNY—Small orange. Holds center.....	50c
*DEEDEE—A perfectly formed pure lavender. Dainty and small.....	25c
*FRANKIE—A fine gold with dark center. Excellent.....	35c
GIRLIE—Lilac pink. Very popular. Excellent for cutting.....	25c
GLOW—Pure old rose—perfect form. One of the most popular.....	25c
*GOLDILOCKS—A beautiful blossom of pure gold. Of perfect formation.....	25c
*HELEN ANITA—Pale lavender shading white to the center. Very pretty.....	25c
*JOAN—Yellow suffused with red.....	35c
*JOE FETTE—The best white. Fine form and long stems.....	25c
*KATHLEEN—American Beauty rose color.....	35c
LITTLE BEESWING—Golden yellow, tipped cherry; small, fine form.....	25c
*LILY BELLE—Light purple, tipped white. Fine long stems.....	25c
*LOLITA—Golden yellow; brown center; distinctive eye.....	25c
MADELINE—Pale primrose, edged rosy purple.....	35c
*MARY MUNNS—Fuchsia, dark orchid sheen, long stems. Very good.....	35c
*MINNIE MELLS—Orchid rose, tipped and flushed with deep orchid with a deeper eye. Small perfect exhibition form with long stems.....	50c
ROSEA—Charming variety of a bluish lilac. Small and good.....	25c
*TAKA'S PURPLE—Bright purple carmine. Long stems.....	25c
*TAKA'S YELLOW—Golden yellow; very good.....	35c
*YELLOW GEM—Fine canary yellow with good stems; very reliable.....	25c

One dozen pompons listed, our selection, for \$2.50

Dahlias marked * originated in California.

SEAL'S SPECIAL DAHLIA BARGAIN COLLECTIONS

offer, to those unacquainted with dahlias, the opportunity of obtaining choice collections of fine varieties—wide range of colors. Dahlias are all guaranteed to be true to name and to grow—and all will be found in this catalogue, and each root labeled. All large dahlias.

- 12 Dahlias, all different, our selection.....\$ 5.00
(Value \$7.50 or over)
- 12 Dahlias, all different, our selection..... 10.00
(Value \$15.00 or over)
- 12 Dahlias, all different, our selection..... 15.00
(Value \$25.00 or over)

ALL COLLECTIONS ARE GREAT BARGAINS and are sent to you POSTAGE PREPAID by insured parcel post. A FINE GIFT FOR A GARDEN LOVING FRIEND.

Collections NET

TRANSVAAL DAISY
(GERBERA JAMESONII HYBRIDA)

Fascinating flowers from South Africa

These charming flowers are of pink, rose, coral, yellow, red, orange and copper coloring, from 4 to 6 inches across, on long, erect stems.

- Mixed seeds from various pink shades.....\$.75 a packet
- Mixed seeds from the red, orange and copper shades... .75 a packet
- Fancy mixed seeds gathered from flowers of the richest
and most beautiful colors..... 1.00 a packet

Full directions for planting enclosed with the seeds.

All Seed NET

SEAL'S ORNAMENTAL GOURDS

Bright colorful gourds are very popular for home decorations, and excellent for covering verandas or trellis work and for training over arbors, fences, etc.

We have a selected assortment of seed from unusual fancy varieties of the most desired sorts. The seeds are easily grown. Sow outside where they are to remain when the ground becomes warm. Packet.....\$1.00



from our seeds

MRS. ALFRED B. SEAL,

Seal's Dahlia Seed

Gorgeous Dahlias May Easily
Be Grown the First Year from Seeds



HAVE YOU EVER TRIED GROWING
OUR CALIFORNIA DAHLIA SEED?

Raising Some Great Dahlias of Your Own

Undoubtedly one of the most fascinating phases of dahlia culture is the origination of new varieties from seed and the real thrill in growing dahlias is producing new varieties. Growing dahlias from seed is a lottery but it is a great sport and you may be the lucky winner of some fine new dahlias and to know the joy of having a seedling patch.

We would advise for best results for general purposes, Collections A or B, as they are made up of specially selected varieties from the most famous novelties and can be planted from March 1st to May 1st, and to May 15th in a frostless belt.

The many photos received from our customers, showing the fine seedlings they grew from our seeds are most gratifying.

One lady wrote me that she had just sold all her stock of her glorious dahlia that she grew from our seed. She received \$250.00 cash. Her beautiful dahlia had won five FIRST PRIZES this past season in New York. She wishes to try more of our Collection A Dahlia Seeds.

*Innumerable other testimonials received,
but space too limited.*

DAHLIA SEED COLLECTIONS

COLLECTION A—Hand-hybridized dahlia seeds from varieties of the greatest of California originations, which are noted for their immense size and stiff stems such as: Angelo Rossi, Azura, California Idol, Catherine Kempkey, King Alfred, Frank Serpa, Mrs. Alfred B. Seal, Satan, Zamora and other giant California dahlias.

The above dahlias were crossed with the following varieties: H. R. S., Miss Glory, Margaret Bloomall, Kaweah, Palo Alto, Eagle Rock Fantasy and others equally as fine.

100 seeds in packet.....	\$5.00
50 seeds in packet.....	3.00

COLLECTION B—Seeds gathered from famous prize winning dahlias of the East such as Milton J. Cross, Mrs. George Le Boutillier, Jane Cowl, Yankee Gold and other famous Eastern dahlias.

The above dahlias were crossed with: Cameo, Orange Moon, Golden Standard, Kathleen Norris and other fine Eastern Roll of Honor dahlias.

100 seeds in packet.....	\$5.00
50 seeds in packet.....	3.00

COLLECTION C—Seeds from dahlias most generally used for producing new varieties, due to their large size and good stems. These are very carefully selected from dahlias known as good seed parents.

100 seeds in packet.....	\$2.50
50 seeds in packet.....	1.50

Good seeds will be very scarce this year

SEGREGATED SEEDS OF NAMED VARIETIES—Name of seed bearing parent shown on packet.

15 seeds of one variety.....	\$1.00
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No mixed seed in the 15 seed packet.

Ambassador	Frank Serpa
Angelo Rossi	Golden Standard
California Idol	Mrs. Alfred B. Seal
Caprice	Satan
Catherine Kempkey	Snow Queen
Conquistador	Yankee Gold
Coral Seal	Zamora

100 Best mixed Pompon Dahlia Seeds.....	\$1.00	50 Seeds.....	50c
100 Best mixed Miniature Dahlia Seeds.....	\$1.00	50 Seeds.....	50c

All dahlia seeds NET.

Full directions for planting enclosed with the seeds.

THE NEWSOM DAHLIA MANUAL

A real practical guide to the better growing of dahlias and the making of Green Plants or Propagation of Dahlias; also Preparing the Dahlia Bed, Planting and Fertilizing, Care of Plants Before Blooming, Preparing and Exhibiting Dahlias, Designing Artistic Exhibits, Fall Care of Dahlias, Digging and Storage of Dahlias, Winter Dahlia Work, including directions for dividing, etc. Worth many times the small price asked. Prepaid.....50c

Mr. Samuel Newsom's many friends will be interested to know he has discontinued his Dahlia Business and is in Japan to further his study of Japanese Art and Landscaping.

Mr. Newsom has lately been awarded a one year Fellowship by the Japanese Society of International Cultural Relations. We all wish him continued success.

SPECIAL REQUEST

If you should receive an extra copy of this catalogue, kindly hand it to a friend or neighbor who is interested in growing flowers. Thank you.

On retail orders for California delivery only, 3% should be added to the amount to comply with the Sales Tax Law.

FULL DIRECTIONS for planting and growing dahlias enclosed with each order.

ORDER EARLY to prevent disappointment.

TERMS: Remittance with order. All retail orders sent postage prepaid at your planting time, unless otherwise requested.

WE GUARANTEE all roots true to name and TO GROW. Orders carefully filled from selected, field grown divided roots. We do not substitute unless requested; if late in season, we suggest you have a second choice. We do not guarantee roots against freezing if sent before April 1st.

*Please address all correspondence
to our office at*

JESSIE L. SEAL

607 Third Avenue

San Francisco, California